

Hairdressing Level 3

ВИРТУАЛЬНЫЙ ПРАКТИКУМ

[Демо-версия](#)

Структура курса

Creatively Style and Dress Hair

Aims and Objectives	Демо-версия
- Aims and Objectives: Creatively Style and Dress Hair	✓
i-ACT: Factors, Hair Preparation, Advice and Recommendations	Демо-версия
- Factors, Styling and Finishing Products and Ornamentation	✓
- Styling Equipment	✓
- Checking the Style and Aftercare	✓
- Factors, Styling and Finishing Products and Ornamentation	✓
- Styling Equipment and Aftercare	✓
- Factors, Styling and Aftercare	✓
i-ACT: Hair Science	Демо-версия
- Styling Effects	✓
- Legislation	✓
- Styling Effects	✓
- Legislation	✓
- Styling Effects and Legislation	✓
i-Practice: Preparation Involved When Creatively Styling and Dressing Hair	Демо-версия
- Preparation Involved When Creatively Styling and Dressing Hair	✓
- Preparation Involved When Creatively Styling and Dressing Hair (Assessment)	✓
i-Practice: Pin Curling and Finger Waving	
- Pin Curls	
- Pin Curls (Assessment)	
- Barrel Curls	
- Barrel Curls (Assessment)	
- Finger Waving with Pin Curls	
- Finger Waving with Pin Curls (Assessment)	
- Dry Waving with a Heated Wand	
- Dry Waving with a Heated Wand (Assessment)	
i-Practice: Creative Styling and Dressing Techniques: Conventional	
- Three Strand French Braid	
- Three Strand French Braid (Assessment)	
- Fishtail Ponytail	
- Fishtail Ponytail (Assessment)	
- Twisting Techniques – Single Strand Twist, Scalp Twists, Two-Strand Twisted Rope	
- Twisting Techniques – Single Strand Twist, Scalp Twists, Two-Strand Twisted Rope (Assessment)	

i-Practice: Rolls and Weaving

- Vertical Rolls
- Vertical Rolls (Assessment)
- Horizontal Rolls
- Horizontal Rolls (Assessment)
- Weaving
- Weaving (Assessment)

i-Practice: Practice Curls and Using Heated Styling Equipment

- Crimping
- Crimping (Assessment)
- Spiral Curls
- Spiral Curls (Assessment)
- Tonging
- Tonging (Assessment)
- Curling with Hair Straighteners
- Curling with Hair Straighteners (Assessment)

i-Practice: Non-Conventional Items for Styling and Dressing Hair

- Styling with Rags
- Styling with Rags (Assessment)
- Styling with Straws
- Styling with Straws (Assessment)
- Styling with Chopsticks
- Styling with Chopsticks (Assessment)
- Rik Rak Styling
- Rik Rak Styling (Assessment)

Creatively Cut Hair Using a Combination of Techniques

Aims and Objectives	Демо-версия
- Aims and Objectives: Creatively Cut Hair Using a Combination of Techniques	✓
i-ACT: All Factors to Consider Prior and During Cutting	Демо-версия
- Types of Hair	✓
- Factors to Consider Prior and During Cutting	✓
- Preparation, Factors and Tools	✓
- Infection Control, Clippers and Factors to Consider	✓
- Factors to Consider	✓
- All Factors to Consider Prior and During Cutting	✓
i-ACT: Effects Achieved Using Appropriate Tools and Equipment- Factors to Consider When Cutting Wet and Dry Hair	Демо-версия
- Applying the Correct Degree of Tension	✓
- Cutting Techniques	✓
- Cutting Techniques	✓
- Effects Achieved Using Appropriate Tools and Equipment	✓

- Effects Achieved Using Appropriate Tools and Equipment ✓

i-Practice: Preparation Involved When Creatively Cutting Hair Using a Combination of Techniques Демон-версия

- Preparation Involved When Creatively Cutting Hair Using a Combination of Techniques ✓

- Preparation Involved When Creatively Cutting Hair Using a Combination of Techniques (Assessment) ✓

i-Practice: Long Graduation

- Long Graduation. Part 1
- Long Graduation. Part 1 (Assessment)
- Long Graduation. Part 2
- Long Graduation. Part 2 (Assessment)

i-Practice: Short Graduation

- Short Graduation. Up to the Horseshoe Line
- Short Graduation. Up to the Horseshoe Line (Assessment)
- Short Graduation. Sides
- Short Graduation. Sides (Assessment)
- Short Graduation. Complete the Graduation Cut
- Short Graduation. Complete the Graduation Cut (Assessment)

i-Practice: Layering

- Layers. Part 1
- Layers. Part 1 (Assessment)
- Layers. Part 2
- Layers. Part 2 (Assessment)

i-Practice: Disconnection

- Disconnection. Part 1
- Disconnection. Part 1 (Assessment)
- Disconnection. Part 2
- Disconnection. Part 2 (Assessment)

i-Practice: Asymmetric cut

- Asymmetric cut. Part 1
- Asymmetric cut. Part 1 (Assessment)
- Asymmetric. Part 2
- Asymmetric. Part 2 (Assessment)

Creatively Colour and Lighten Hair

Aims and Objectives

- Aims and Objectives: Creatively Colour and Lighten Hair

i-ACT: Colour Science

- The Effects of Colouring and Lightening Products
- The Oxidation of Hydrogen Peroxide
- Understanding Pigments, pH and Colour Selection
- The Effects of Colouring and Lightening Products
- Understanding Pigments, pH and Colour Selection
- Colour Science

i-ACT: Colouring and Lightening Problems

- Minimising Colouring and Lightening Problems
- Troubleshooting Colouring and Lightening Problems
- Minimising Colouring and Lightening Problems
- Troubleshooting Colouring And Lightening Problems
- Colouring and Lightening Problems

i-ACT: Consultation and Aftercare Advice

- Factors to Consider During a Consultation
- The Purpose of Colouring and Lightening Tests and Aftercare Advice
- Factors to Consider During a Consultation
- The Purpose of Colouring and Lightening Tests and Aftercare Advice
- Consultation and Aftercare Advice

i-Practice: Preparing Yourself and Your Work Station for a Colour Placement

- Preparing Yourself and Your Work Station for a Colour Placement
- Preparing Yourself and Your Work Station for a Colour Placement (Assessment)

i-Practice: Colour Placement

- Colour Placement Using Foils
- Colour Placement Using Foils (Assessment)
- Colour Placement Using Block Colour
- Colour Placement Using Block Colour (Assessment)
- Colour Placement Using the Freehand/Spatula Technique
- Colour Placement Using the Freehand/Spatula Technique (Assessment)

i-Practice: Lightening Application Techniques

- Carrying Out a Regrowth Lightener Application and a Full Head Toning Service
- Carrying Out a Regrowth Lightener Application and a Full Head Toning Service (Assessment)
- Carrying Out a Block Lightening Service with MultColour Placement
- Carrying Out a Block Lightening Service with MultColour Placement (Assessment)

i-Practice: Colour Correction Techniques

- Carrying Out a Colour Correction Service to Restore Depth and Tone
- Carrying Out a Colour Correction Service to Restore Depth and Tone (Assessment)
- Carrying Out a Colour Correction Service to Neutralise Unwanted Tones
- Carrying Out a Colour Correction Service to Neutralise Unwanted Tones (Assessment)
- Carrying Out a Colour on Resistant Hair. Pre-Softening
- Carrying Out a Colour on Resistant Hair. Pre-Softening (Assessment)

Provide Client Consultation Services

Aims and Objectives

- Aims and Objectives: Provide Client Consultation Services

i-ACT: Hair Tests

- Hair Tests
- Determining Hair Types, Density and Texture
- Effects of Hair Texture and Characteristics on Services
- Hair Tests

- Effects of Hair Texture and Characteristic on Services
- Hair Tests
- Effects of Hair Texture and Characteristics on Services

i-ACT: Hair Growth Cycle

- Hair Growth Cycle
- Hair Science
- Hair Anatomy Map
- Hair Science
- Growth Phase

i-ACT: Adverse Hair and Scalp Conditions

- Adverse Hair and Scalp Conditions
- Effects of Scalp Conditions on Services
- Adverse Hair and Scalp Conditions
- Effects of Scalp Conditions on Services
- Adverse Hair and Scalp Conditions

Health and Safety, Environmental and Sustainable Work Practices

Aims and Objectives

- Aims and Objectives: Health and Safety, Environmental and Sustainable Work Practices

i-ACT: Environmental and Sustainable Work Practices

- Environmentally-Friendly Work Practices
- Sustainability in the Salon
- Environmental and Sustainable Work Practices
- Environmental and Sustainable Work Practices

i-ACT: Health and Safety Legislation

- Health and Safety Legislation
- Reducing Health and Safety Risks in the Salon
- Health and Safety Legislation
- Sustainable Work Practices
- Health and Safety Legislation

i-ACT: General Hairdressing Legislation

- General Hairdressing Legislation
- Consumer Protection and Client Advice
- Data Protection
- Consumer Protection Legislation

Fulfil Salon Reception Duties

Aims and Objectives

- Aims and Objectives: Fulfil Salon Reception Duties

i-ACT: Introduction to Salon Reception Duties

- Duties of Salon Receptionist
- Duties of Salon Receptionist
- Duties of Salon Receptionist

i-ACT: Dealing with Payments

- Payment Types, Offers and Discounts
- Fraud and Legislation
- Payment Types, Offers and Discounts
- Fraud and Legislation
- Taking Payments, Applying Discounts and Handling Fraud

i-ACT: Dealing with Enquiries and Complaints

- Handling Queries
- Meeting Different Needs and Handling Complaints
- Handling Queries
- Meeting Different Needs and Handling Complaints
- Dealing with Enquiries and Complaints

i-ACT: Communication and Appointment Making

- Professional Presentation and Effective Communication
- Making Appointments and Data Protection
- Professional Presentation and Effective Communication
- Making Appointments and Data Protection
- Dressing Professionally, Effective Communication and Appointment Making

i-Practice: Booking Appointments in Person and by Telephone

- Booking Appointments in Person and by Telephone
- Booking Appointments in Person and by Telephone (Assessment)

i-Practice: Taking Payments for Services

- Taking Payments for Services
- Taking Payments for Services (Assessment)

i-Practice: Attending to Clients and Taking Messages

- Attending to Clients and Taking Messages
- Attending to Clients and Taking Messages (Assessment)

Cutting Men's Hair Using Basic Techniques

Aims and Objectives

- Aims and Objectives: Cut Men's Hair Using Basic Techniques

i-ACT: Tools and Equipment

- Cutting Tools in Barbering. Scissors
- Cutting Tools in Barbering. Clippers
- Cutting Tools in Barbering. Trimmers and Razors
- Maintenance of Tools
- Health, Safety and Aftercare Advice
- Cutting Tools and Maintenance
- Health, Safety and Aftercare Advice
- Tools and Equipment

i-Practice: Preparation Involved When Cutting Men's Hair Using Basic Techniques

- Preparation Involved When Cutting Men's Hair Using Basic Techniques
- Preparation Involved When Cutting Men's Hair Using Basic Techniques (Assessment)

i-Practice: Uniform Layer Over the Ears with Eyebrow Trim

- Uniform Layer Over the Ears

- Uniform Layer Over the Ears (Assessment)
- Eyebrow Trim
- Eyebrow Trim (Assessment)
- i-Practice: Square Layers with a Fringe**
 - Square Layers with a Fringe
 - Square Layers with a Fringe (Assessment)
- i-Practice: Squared, Round and Tapered Neck Shapes**
 - Cutting a Square Neckline
 - Cutting a Square Neckline (Assessment)
 - Cutting a Rounded Neckline
 - Cutting a Rounded Neckline (Assessment)
 - Cutting a Tapered Neckline
 - Cutting a Tapered Neckline (Assessment)
- i-Practice: Graduation with Around the Ear Outline**
 - Graduation with Around the Ear Outline
 - Graduation with Around the Ear Outline (Assessment)
- i-Practice: Flat Top**
 - Flat Top
 - Flat Top (Assessment)

Provide a Variety of Relaxing Services

Aims and Objectives

- Aims and Objectives: Provide a Variety of Relaxing Services

i-ACT: Relaxing Science

- Relaxing Products
- Pre- and Post-Relaxing Treatments
- Relaxing Products
- Pre- and Post-relaxing Treatments
- Relaxing Science

i-ACT: Factors, Problems and Causes

- Factors Affecting a Relaxing Service
- Problems Which May Occur During a Relaxing Service
- Factors Affecting a Relaxing Service
- Problems Which May Occur During a Relaxing Service
- Factors, Problems and Causes

i-ACT: Consultation and Aftercare Advice

- Hair Classifications
- Factors Affecting a Relaxing Service
- Tests to Carry Out Prior to a Relaxer Service
- Factors Affecting a Relaxing Service
- Tests to Carry Out Prior to a Relaxer Service
- Consultation and Aftercare Advice

i-Practice: Partial Relaxer Preparation for Weave Installation on Hair That Has Been Previously Relaxed and Coloured Hair

- Partial Relaxer Preparation for Weave Installation on Hair That Has Been Previously Relaxed and Coloured Hair
- Partial Relaxer Preparation for Weave Installation on Hair That Has Been Previously Relaxed and Coloured Hair (Assessment)

Create a Variety of Permed Effects

Aims and Objectives	Демо-версия
- Aims and Objectives: Create a Variety of Permed Effects	✓
i-ACT: Perming Science	Демо-версия
- Effects of Perming on the Hair Structure	✓
- Perming Stages, Effects of Heat, and Active Ingredients	✓
- Perming and the pH Scale	✓
- Perming Process and the pH Scale	✓
- Science of the Perming Process	✓
- Science of Perming	✓
i-ACT: Consultation, Aftercare Advice and Winds	Демо-версия
- Perming Sensitised Hair	✓
- Consultation, Hair Classifications and Characteristics	✓
- Consultation and Aftercare Advice	✓
- Winds	✓
- Hair Characteristics and Perming Issues	✓
- Consultation and Aftercare Advice	✓
- Consultation and Aftercare Advice	✓
i-ACT: Perming Problems	Демо-версия
- Common Perming Problems — Causes	✓
- A Weak Result	✓
- Actions to Take	✓
- Perming Problems – Causes and Solutions	✓
- Perming Problems	✓
- Perming Problems	✓
i-ACT: Perming Products	Демо-версия
- Perms, Processes and Expected Results	✓
- Perming Products and Their Pros and Cons	✓
- Health and Safety When Perming	✓
- Perming Products Game	✓
- Perming Products	✓
- Perming Products and Health and Safety	✓
i-Practice: Consultation and Preparation for Perming	Демо-версия
- Consultation and Preparation for Perming	✓
- Consultation and Preparation for Perming (Assessment)	✓
i-Practice: Spiral Winding Perming Technique	Демо-версия

- Spiral Winding Perming Technique	✓
- Spiral Winding Perming Technique (Assessment)	✓
i-Practice: Piggyback Winding Perming Technique	Демо-версия
- Piggyback Winding Perming Technique	✓
- Piggyback Winding Perming Technique (Assessment)	✓
i-Practice: Weaving Winding Perming Technique	Демо-версия
- Weaving Winding Perming Technique	✓
- Weaving Winding Perming Technique (Assessment)	✓
i-Practice: Hopscotch Winding Technique	Демо-версия
- Hopscotch Winding Technique	✓
- Hopscotch Winding Technique (Assessment)	✓
i-Practice: Root and Double Winding Technique	Демо-версия
- Root and Double Winding Technique	✓
- Root and Double Winding Technique (Assessment)	✓
i-Practice: Applying Perm Lotion	Демо-версия
- Applying Perm Lotion	✓
- Applying Perm Lotion (Assessment)	✓
i-Practice: Neutralising When Perming	Демо-версия
- Neutralising When Perming	✓
- Neutralising When Perming (Assessment)	✓
i-Practice: Outcome and Aftercare	Демо-версия
- Outcome and Aftercare	✓
- Outcome and Aftercare (Assessment)	✓

Contribute to the Financial Effectiveness of the Business

Aims and Objectives

- Aims and Objectives: Contribute to the Financial Effectiveness of the Business

i-ACT: Setting Productivity and Development Targets

- Setting Productivity and Development Targets
- Continuing Professional Development, Productivity Targets and Legal Requirements
- Understanding Productivity and Development Targets
- SMART Targets, Retail Targets and Legal Documentation Within the Salon Industry
- Understanding Appraisals, Time Management and Technical Service Targets
- Legal Requirements for a Salon

i-ACT: Performance Management — Salon Manager Role

- Performance Management – Salon Manager Role
- Performance Management — Salon Manager Role
- Performance Management — Salon Manager Role

i-Practice: Staff Recruitment Process and Monitoring Stock Usage — Salon Manager Role

- Staff Recruitment Process — Salon Manager Role
- Staff Recruitment Process — Salon Manager Role (Assessment)

- Monitoring Stock Usage and Ensuring Records Are Kept Up to Date — Salon Manager Role
- Monitoring Stock Usage and Ensuring Records Are Kept Up to Date — Salon Manager Role (Assessment)

i-Practice: Stock Take Procedure — Technician's Role

- Stock Take Procedure — Technician's Role
- Stock Take Procedure — Technician's Role (Assessment)

Hair Colour Correction Services

Aims and Objectives

- Aims and Objectives: Hair Colour Correction Services

i-ACT: Colour Correction Services

- About Contra-Indications
- Tests for Contra-Indications
- The Principles of Colour Correction
- Tests and Treatments
- Contra-Indications and Pre-Pigment Treatments
- Hair Tests and Contra-Indications

i-ACT: Consultation and Aftercare Advice

- Consulting with a Customer
- Types of Hair
- Factors to Consider in Colour Correction
- Customer Service and Colour Correction

i-ACT: Colour Problem Causes and Remedial Actions

- Common Colour Problems
- Health and Safety Legislation
- Resolving Common Colour Problems
- Colour Problem Causes and Remedial Actions

i-Practice: Preparation for Providing Hair Colour Correction Services

- Preparation for Providing Hair Colour Correction Services
- Preparation for Providing Hair Colour Correction Services (Assessment)

i-Practice: Removing Artificial Colour and Re-Colouring Hair That Has Had Artificial Colour Removed

- Removing Artificial Colour by Using Colour Reducer, and Re-Colouring
- Removing Artificial Colour by Using Colour Reducer, and Re-Colouring (Assessment)
- Removing Artificial Colour by Oxidisation, and Re-Colouring
- Removing Artificial Colour by Oxidisation, and Re-Colouring (Assessment)

i-Practice: Recolouring Hair Treated with Lightener Using Pre-Pigmentation and Colour

- Applying Pre-Pigmentation Colour Before an Application of Final Colour
- Applying Pre-Pigmentation Colour Before an Application of Final Colour (Assessment)
- Recolouring Hair That Had Pre-Pigmentation Colour Applied to It
- Recolouring Hair That Had Pre-Pigmentation Colour Applied to It (Assessment)

i-Practice: Correcting Highlights and Lowlights; Removing Bands of Colour

- Correcting Highlights and Lowlights

- Correcting Highlights and Lowlights (Assessment)
- Removing Bands of Colour
- Removing Bands of Colour (Assessment)

Develop, Enhance and Evaluate your Creative Hairdressing Skills

Aims and Objectives

- Aims and Objectives: Develop, Enhance and Evaluate Your Creative Hairdressing Skills

i-ACT: Photographic Shoot, Show or Competition

- Event Planning and Evaluation Overview
- Event Planning and Evaluation
- Themes and Designs
- Event Planning and Evaluation Categories
- Event Planning
- Event Planning and Evaluation
- Event Planning and Evaluation

i-ACT: Organising a Photoshoot

- Organising a Photoshoot
- Organising Hair Design for an Activity
- Event Evaluation
- Organising a Photoshoot
- Organising a Hair Design
- Organising a Photoshoot

i-Practice: Theme Creation and Photoshoot Incorporating Plaiting, Twisting and Locking

- Preparing for a Photoshoot Incorporating Plaiting, Twisting and Locking
- Preparing for a Photoshoot Incorporating Plaiting, Twisting and Locking (Assessment)
- Creating the Style for the Photoshoot Incorporating Plaiting, Twisting and Locking
- Creating the Style for the Photoshoot Incorporating Plaiting, Twisting and Locking (Assessment)
- Photoshoot and Wrapping Up
- Photoshoot and Wrapping Up (Assessment)

i-Practice: Theme Creation and Show Incorporating Styling and Adding Hair in Avant-Garde Style

- Preparing for the Show Incorporating Styling and Adding Hair in Avant-Garde Style
- Preparing for the Show Incorporating Styling and Adding Hair in Avant-Garde Style (Assessment)
- Creating the Avant-Garde Style for the Show Incorporating Added Hair
- Creating the Avant-Garde Style for the Show Incorporating Added Hair (Assessment)
- Taking Part in the Show Incorporating Styling and Adding Hair in Avant-Garde Style
- Taking Part in the Show Incorporating Styling and Adding Hair in Avant-Garde Style (Assessment)

i-Practice: Theme Creation and Photoshoot Incorporating Cutting, Shaving and Creating Patterns in the Hair

- Preparing for a Photoshoot Incorporating Cutting, Shaving and Creating Patterns in the Hair

- Preparing for a Photoshoot Incorporating Cutting, Shaving and Creating Patterns in the Hair (Assessment)
- Creating the Style for Photoshoot Incorporating Cutting, Shaving and Creating Patterns in the Hair
- Creating the Style for Photoshoot Incorporating Cutting, Shaving and Creating Patterns in the Hair (Assessment)
- Photoshoot Incorporating Cutting, Shaving and Creating Patterns in the Hair
- Photoshoot Incorporating Cutting, Shaving and Creating Patterns in the Hair (Assessment)

i-Practice: Theme Creation And Competition Incorporating Perming

- Enrolling and Preparing for a Competition Incorporating Perming
- Enrolling and Preparing for a Competition Incorporating Perming (Assessment)
- Setting up for the competition incorporating perming
- Setting up for the competition incorporating perming (Assessment)
- Performing at the competition incorporating perming
- Performing at the competition incorporating perming (Assessment)

Provide Specialist Hair and Scalp Treatments

Aims and Objectives

- Aims and Objectives: Provide Specialist Hair and Scalp Treatments

i-ACT: The Effects and Benefits of Different Tools and Equipment, and Massage Movements

- Equipment Used in Massage Techniques
- Methods of Massage Techniques
- Use of Different Equipment and Massage Movements
- Effects of Different Equipment and Massage Movements
- Effects of Different Tools and Equipment

i-ACT: Hair and Scalp Conditions and Treatment Products

- Identifying Scalp and Hair Conditions
- Identifying Treatment Methods for Hair and Scalp Conditions
- Identifying Treatment Products and Their Uses
- Treatments for Scalp, Hair and Skin Conditions
- Treatment of Skin or Scalp Conditions
- Recognising Hair and Scalp Conditions
- Understanding Causes of Hair and Scalp Conditions

i-ACT: Hair Science

- The Structure of the Hair
- Features of Hair and Skin
- The Structure of Hair and Skin
- Hair and Skin Features
- Hair Features
- Hair Science
- Hair and Skin Features

i-ACT: Hair Loss Causes and Treatments

- The Causes and Treatments of Hair Loss
- Hair Loss Classifications and Treatments Effects

- Classifications of Hair Loss
 - Causes and Treatments of Hair Loss
 - Causes of Hair Loss
 - Causes and Treatments of Hair Loss
- i-ACT: Anatomy and Physiology — Head**
- The Function of the Muscles and Bones of the Head
 - Muscles of the Head
 - Bones of the Head
 - Muscles and Bones of the Head
 - The Function of the Muscles and Bones of the Head
 - Muscles and Bones of the Head
 - Functions of the Muscles and Bones of the Head
- i-ACT: Anatomy and Physiology — Hair and Scalp**
- Introduction to the Lymphatic, Endocrine and Nervous Systems
 - The Roles of the Lymphatic System
 - The Roles of the Endocrine System
 - Lymphatic and Endocrine Systems
 - Lymphatic, Endocrine and Nervous System Functions
 - Lymph Nodes and the Main Glands
 - Lymphatic, Endocrine and Nervous System Functions
- i-ACT: Consultation and Aftercare Advice**
- Introduction to Hair Analysis
 - Hair Testing
 - Consultation and Hair Tests
 - Hair Analysis
 - Hair Analysis
- i-Practice: Preparation for Massage**
- Preparation for Massage
 - Preparation for Massage (Assessment)
- i-Practice: Effleurage and Petrissage**
- Effleurage and Petrissage
 - Effleurage and Petrissage (Assessment)
- i-Practice: Steamer Method**
- Steamer Method
 - Steamer Method (Assessment)
- i-Practice: Vibro Massage**
- Vibro Massage
 - Vibro Massage (Assessment)
- i-Practice: High Frequency Method**
- High Frequency Method
 - High Frequency Method (Assessment)

Contribute to the Planning, Implementation and Evaluation of Promotional Activities

Aims and Objectives

- Aims and Objectives: Contribute to the Planning, Implementation and Evaluation of Promotional Activities

i-ACT: Planning a Promotional Activity

- Planning a Promotional Activity
- Problem Solving when Hosting a Promotional Event
- Key Elements of Planning an Activity
- Main Factors of Planning an Activity

i-ACT: Evaluating a Promotional Activity

- Evaluating a Promotional Activity
- Legislation Relevant to Promotional Activities
- Identify Key Elements in Evaluation
- Identify Key Legislation
- Recognise Main Elements of Evaluation
- Name Key Legislation in Promotional Activities

i-Practice: Technical Service Demonstration

- Plan a Technical Service Demonstration Within the Salon
- Plan a Technical Service Demonstration Within the Salon (Assessment)
- Demonstrate a Technical Service in the Salon and Present the Results to Your Manager
- Demonstrate a Technical Service in the Salon and Present the Results to Your Manager (Assessment)

i-Practice: Display of Salon Products

- Display of Salon Products
- Display of Salon Products (Assessment)

i-Practice: Advertising Campaign

- Advertising Campaign
- Advertising Campaign (Assessment)